

GELAREH “ELLIE” TOWHIDI

Associate Professor & MIS Director
Richards College of Business
University of West Georgia
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ACADEMIC APPOINTMENTS

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| ➤ MIS DIRECTOR
RICHARDS COLLEGE OF BUSINESS, UNIVERSITY OF WEST GEORGIA | 2023- PRESENT |
| ➤ ASSOCIATE PROFESSOR OF MANAGEMENT INFORMATION SYSTEMS (TENURED)
RICHARDS COLLEGE OF BUSINESS, UNIVERSITY OF WEST GEORGIA | 2022- PRESENT |
| ➤ ASSISTANT PROFESSOR OF MANAGEMENT INFORMATION SYSTEMS (TENURE-TRACK)
RICHARDS COLLEGE OF BUSINESS, UNIVERSITY OF WEST GEORGIA | 2018- 2022 |
| ➤ ADJUNCT FACULTY OF MANAGEMENT INFORMATION SYSTEMS
LUBAR SCHOOL OF BUSINESS, UNIVERSITY OF WISCONSIN-MILWAUKEE | 2014- 2017 |

EDUCATION

- | | |
|---|------|
| ➤ PH.D. MANAGEMENT INFORMATION SYSTEMS, MINOR: MARKETING
SHELDON B. LUBAR SCHOOL OF BUSINESS, UNIVERSITY OF WISCONSIN – MILWAUKEE (AACSB ACCREDITED)
GPA: 3.96
Dissertation Title: Three Essays on Trust Mining in Online Social Networks
Co-Chairs: Atish P. Sinha and Huimin Zhao | 2018 |
| ➤ M.SC. INFORMATION TECHNOLOGY, MINOR: E-COMMERCE
IUST (IRAN UNIVERSITY OF SCIENCE AND TECHNOLOGY), TEHRAN, IRAN
Distinguished Graduate Student, GPA: 18.49 out of 20
Thesis: A Framework for Selecting the best e-Business Models for Iranian SMEs | 2006 |
| ➤ B.SC. INDUSTRIAL ENGINEERING, MINOR: PLANNING AND SYSTEM ANALYSIS
ALZAHRA UNIVERSITY, TEHRAN, IRAN
Ranked 3 rd in Class of 2002, GPA: 17.46 out of 20
Thesis: Effective Mechanisms for Bridging the Industry-Academia Gap | 2002 |

AWARDS AND RECOGNITION

- | | |
|--|------|
|  UWG Faculty Recognition Award, Relevance Award | 2023 |
|  RCOB Research Excellence Award, UWG | 2023 |
|  RCOB Teaching Excellence Award, UWG | 2023 |
|  RCOB Research Influence Award, UWG | 2021 |
|  RCOB Teaching Innovation Award, UWG | 2020 |
|  Cisco CyberOps Associate Certified Instructor | 2020 |
|  Cisco CCNA 1 Certified Instructor | 2020 |
|  Cisco CCNA 2 Certified Instructor | 2019 |
|  Cisco CCNA 3 Certified Instructor | 2019 |
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✚ SAP TERP 10 Certified Instructor	2017
✚ ERPsim HEC Montreal Certified Instructor	2017
✚ Chancellor's Fellowship, UWM	2015-2016
✚ Chancellor's Summer Research Fellowship, UWM	2013-2016
✚ Sheldon B. Lubar Doctoral Scholarship, UWM	2014-2015
✚ Chancellor's Fellowship, UWM	2013-2014
✚ Chancellor's Doctoral Fellowship, UWM	2012-2013
✚ Distinguished Graduate Student, IUST	2006
✚ Top Undergraduate Student, Alzahra University	2002

RESEARCH SUMMARY

➤ JOURNAL PUBLICATIONS

- Towhidi, G. and Pridmore J., 2022. "Aligning Cybersecurity in Higher Education with Industry Needs", *Journal of Information Systems Education (JISE)*, Volume 34, Issue 1.
- Towhidi, G. and Pridmore J., 2022. "Hackathons for Experiential Learning in IS Higher Education", *Issues in Information Systems (IIS)*, Volume 23.
- Towhidi, G. and Pridmore J., 2022. "Increasing Cybersecurity Awareness, Interest, and Self-Efficacy through Experiential Labs", *Issues in Information Systems (IIS)*, Volume 23.
- Towhidi, G., Sinha, A.P., Srite, M., and Zhao, H. 2020. "Trust Decision-Making in Online Social Communities: A Network-Based Model," *Journal of Computer Information Systems*, Taylor and Francis, PP.1-11.
- Towhidi, G. and Srite, M. 2016. "The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences," *Full Paper, Association for Information Systems, AIS eLibrary, AMCIS 2016- Human-Computer Interaction (SIGHCI)*, PP.1-10.
- Towhidi, G. and Sinha, A.P. 2015. "Predicting Opinion Leaders in WOM Communities," *Full Paper, Association for Information Systems, AIS eLibrary, Business Analytics, AMCIS 2015- Big Data and Knowledge Management (SIGDSA)*, PP.1-10.

➤ PEER-REVIEWED CONFERENCE PROCEEDINGS

- Towhidi, G., Pridmore, J., and Prince, B. 2019. "Aligning Information Systems Security in Higher Education with Industry Needs," in *Proceedings of 22nd Southern Association for Information Systems Conference*, St. Simons Island, GA.
- Towhidi, G., Srite M., and Pridmore J. 2019. "Designing an E-Commerce Website to Increase Customer Repurchase Intention Based on Cultural Market Segmentation," in *Proceedings of 31st Annual Conference of the International Academy of Business Disciplines*, Jacksonville, FL.
- Pridmore J., Towhidi, G., and Porche D. 2019. "Implementing IoT into the MIS Curriculum," *Presented at 50th Annual Conference of the Decision Sciences Institute*, New Orleans, LA.
- Towhidi, G. and Srite, M. 2016. "The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences," in *Proceedings of 22nd Americas Conference on Information Systems (AMCIS 2016)*, San Diego, CA.
- Towhidi, G. and Sinha, A.P. 2015. "Predicting Opinion Leaders in WOM Communities," in *Proceedings of 21st Americas Conference on Information Systems (AMCIS 2015)*, Puerto Rico.
- Towhidi, G. and Zhao, H. 2015. "Are They in Your "Web of Trust" or "Block List"? Trust Prediction in Social Networks," *25th Workshop on Information Technologies and Systems in International Conference of Information Systems (ICIS2015)*, Forth Worth, TX.

➤ CONFERENCE PRESENTATIONS AND INVITED TALKS




- Towhidi, G. and Pridmore J., 2022. "Hackathons for Experiential Learning in IS Higher Education", *62nd International Association for Computer Information Systems Conference*, Las Vegas, NV. October 2022.



- Towhidi, G. and Pridmore J., 2022. “Increasing Cybersecurity Awareness, Interest, and Self-Efficacy through Experiential Labs”, *62nd International Association for Computer Information Systems Conference*, Las Vegas, NV. October 2022.
- Towhidi, G. 2021. “Trust in Online Social Communities- A Network Based Model”. *Presented at ISC Paris International Week*, Institut supérieur du commerce de Paris, France. Winter 2021.
- Towhidi, G., Pridmore, J., and Prince, B. 2019. “Aligning Information Systems Security in Higher Education with Industry Needs,” *in Proceedings of 22nd Southern Association for Information Systems Conference*, St. Simons Island, GA.
- Towhidi, G., Srite M., and Pridmore J. 2019. “Designing an E-Commerce Website to Increase Customer Repurchase Intention Based on Cultural Market Segmentation,” *in Proceedings of 31st Annual Conference of the International Academy of Business Disciplines*, Jacksonville, FL.
- Pridmore J., Towhidi, G., and Porche D. 2019. “Design Thinking in Virtual Reality,” *Presented at 50th Annual Conference of the Decision Sciences Institute*, New Orleans, LA.
- Towhidi, G. and Zhao, H. 2019. “Trust Mining in Online Social Networks”, *Presented at Hefei University of Technology*, China.
- Towhidi, G. and Zhao, H. 2018. “Trust Mining in Online Social Networks”, *Presented at Xidian University*, China.
- Towhidi, G. 2017. “Trust Mining in Online Social Networks: Trust Formation and Trust Prediction,” *Presented at University of West Georgia*, Carrollton, GA.
- Towhidi, G. 2017. “Trust Mining in Online Social Networks: Trust Formation and Trust Prediction,” *Presented at Butler University*, Indianapolis, IN.
- Towhidi, G. 2017. “Trust Mining in Online Social Networks: Trust Formation and Trust Prediction,” *Presented at Bradley University*, Peoria, IL.
- Towhidi, G. and Srite, M. 2016. “The Effect of Website Quality on Repurchase Intention: The Moderating Role of Cultural Differences,” *in Proceedings of 22nd Americas Conference on Information Systems (AMCIS 2016)*, San Diego, CA.
- Towhidi, G. and Sinha, A. 2015. “Predicting Opinion Leaders in WOM Communities,” *in Proceedings of 21st Americas Conference on Information Systems (AMCIS 2015)*, Puerto Rico.
- Towhidi, G. and Zhao, H. 2015. “Are They in Your “Web of Trust” or “Block List”? Trust Prediction in Social Networks,” *25th Workshop on Information Technologies and Systems (WITS 2015) in International Conference of Information Systems (ICIS2015)*, Forth Worth, TX.
- Walsh, K J., Thomas, K J., and Towhidi, G. 2013. “The Impact of CEO Compensation Composition and Environment on Merger Exposure,” *Midwest Academy of Management 56th Annual Conference*, Chicago, IL.
- Towhidi, G. and Fathian, M. 2007. “Critical Success Factors for Decision Making on e-Business Model Selection,” *5th International Conference in Industrial Engineering*, Tehran, Iran.
- Towhidi, G. and Fathian, M. 2006. “A Framework for Selecting the Best e-Business Model for Iranian SMEs,” *4th International Management Conference*, Tehran, Iran.

➤ WORKING PAPERS

- Towhidi, G., Srite, M., and Pridmore, J. “Predicting Consumer Purchase Intention based on the Market Cultural Segmentation”. *Communications of the Association for Information Systems (CAIS)*.
- Towhidi, G., Sinha, A., and Zhao, H. “Trust Link Prediction in Social Networks based on Network Structural and User Behavioral Factors”. *Journal of Computer Information Systems (JCIS)*.
- Towhidi, G. and Zhao, H. “Mining Big Data: Lexicon-Based Text Mining User-Generated Content in Social Networks”, *Journal of Computer Information Systems (JCIS)*.
- Towhidi, G. and Pridmore, J., Enhancing Student Learning and Interests in Enterprise Systems using ERPsim Simulation Games, *Issues in Information Systems (IIS)*.
- Pridmore, J., Towhidi, G., and Porsche, D. “IoT: Self Driving Cars”, *Journal of Information Systems Education (JISE)*.

RESEARCH INTERESTS

-  Big Data Analytics
 -  Data Mining
 -  Information Systems User Behavioral
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-  Information Systems Education
-  Online Social Networks

TEACHING EXPERIENCE






UNIVERSITY OF WEST GEORGIA, RICHARDS COLLEGE OF BUSINESS

- **Assistant/Associate Professor 2018-Present**
 - CISM 3330- Intro to Management of Information Systems
 - CISM 3335- Business Programming and Web Design
 - CISM 3350- Introduction to Networking
 - CISM 4330-5330 Enterprise Architecture
 - CISM 4355-5355 Cybersecurity
 - CISM 4500-5500 Advanced Networking
 - CISM 4600-5600 Advanced Enterprise Security
 - CSIM 4386- IT Internship
- **Course Developed**
 - CISM 4355-5355- Cyber Security
 - CISM 4600-5600 Advanced Networking, Security, and Automation

UNIVERSITY OF WISCONSIN – MILWAUKEE, LUBAR SCHOOL OF BUSINESS







- **Adjunct Faculty 2015-2017**
 - BusAdm 230- Intro to Information Technology Management
 - BusAdm 530- Intro to e-Business
 - BusAdm 537- Enterprise Systems Concepts and Issues
- **Teaching Assistant 2014-2016**
 - BusAdm 335- Visual System Development
 - BusAdm 536- Business Intelligence

TEACHING INTERESTS

-  Enterprise Systems and ERP
-  Cyber Security and Networking
-  Business Intelligence
-  Big Data Analytics
-  Information System Development

ACADEMIC ACTIVITIES

UNIVERSITY OF WEST GEORGIA

- **ACADEMIC SERVICES**
 -  UWG Faculty Senator- Student Affairs and Intercollegiate Activities Committee
 -  UWG Senate ExeCom Member
 -  UWG Faculty Senate- Student Affairs Committee Chair
 -  UWG LEAP (Liberal Education and America's Promise) Summit
 -  RCOB Faculty Research Lunch
 -  RCOB Future Faculty Talk

- ✚ RCOB Undergraduate Program Committee
- ✚ Management Department Promotion and Tenure Committee
- ✚ Management Department 3rd Year Review Committee
- ✚ MIS Search Committee
- ✚ MIS Curriculum and Minor Ptah Development
- ✚ CISM 3335 Annual Assessment
- ✚ AACSB Learning Workshop
- ✚ Department Representative at UWG Preview Day
- ✚ Department Representative at UWG Graduation Commencement
- ✚ SAP University Alliance- Certified Faculty Member
- ✚ CISCO Networking Academy: Certified Faculty Member
- ✚ ERPsim HEC Montreal Lab: Certified Faculty Member
- ✚ Guest Speaker for Management Classes
- ✚ Industry Collaboration- Infosys, Southwire, Equifax, Delta, Home Depot
- ✚ Reviewer and Editorial Member for AIS journals and Conferences

UNIVERSITY OF WISCONSIN – MILWAUKEE

- **CENTER FOR TECHNOLOGY INNOVATION AND SAP UNIVERSITY COMPETENCE CENTER**
 - ✚ Project Assistant: 2015-2018
 - ✚ Research Assistant: 2013-2014

JOURNAL/CONFERENCE PC MEMBER AND REVIEWER

- ✚ Journal of Computer Information Systems (JCIS)
- ✚ Journal of Information Systems Education (JISE)
- ✚ Issues in Information Systems (IIS), Journal
- ✚ Information Systems Management, Journal
- ✚ The Data Base for Advances in Information Systems, Journal
- ✚ Academy of Marketing Science Annual Conference, AMS
- ✚ Americas Conference on Information Systems, AMCIS
- ✚ International Conference on Information Systems, ICIS
- ✚ International Association for Information Systems Conference, IACIS
- ✚ Southern Association for Information Systems Conference, SAIS

PROFESSIONAL AFFILIATION

- ✚ Cisco Networking Academy
- ✚ SAP University Alliance
- ✚ ERPsim HEC Montreal Lab
- ✚ Association for Information Systems (AIS)

CERTIFICATION

- **CISCO NETWORKING ACADEMY CCNA CYBEROPS ASSOCIATE CERTIFIED INSTRUCTOR, 2020**
 - CCNA Cyber Security Operations Associate, Stanley Community College, NC.
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- **CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 3, 2020**
 - CCNA Enterprise Networking, Security, and Automation, Stanley Community College, NC.
- **CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 2, 2019**
 - CCNA Routing and Switching Essentials, Stanley Community College, NC.
- **CISCO NETWORKING ACADEMY CCNA CERTIFIED INSTRUCTOR- CCNA 1, 2019**
 - CCNA Introduction to Networks, Stanley Community College, NC.
- **SAP-ERP TERP 10 CERTIFIED INSTRUCTOR, 2017**
 - Graduate Certificate in Enterprise Resource Planning (ERP) / SAP TERP10 Certification, UCC at University of Wisconsin-Milwaukee, WI.
- **ERPSIM HEC MONTREAL CERTIFIED INSTRUCTOR, 2017**
 - ERPsim Lab Instructor Certification (Level 1), UCC at University of Wisconsin-Milwaukee, WI.

TECHNICAL AND ANALYTICAL WORKSHOPS

- 2020** ERPsim Lab Montreal- ERPsim 2020 Edition
- 2020** SAP University Alliances North America Faculty Summer Workshops- Advanced Analytics
- 2020** USG Faculty Learning Community Program- Course Design and TILting
- 2019** USG Faculty Learning Community Program- Course Backward Design
- 2019** UWG Faculty Development Workshop
- 2017** SAP University Alliances North America Faculty Summer Workshops
- 2016** SAP Analytics, Center for Technology Innovation, Lubar School of Business
- 2015** Social Media Marketing, Center for Technology Innovation, Lubar School of Business
- 2014** Big Data Analysis Using Hadoop, Center for Technology Innovation, Lubar School of Business
- 2009** Project Management Body of Knowledge (PMBOK) - Aryana Management Institute
- 2009** Knowledge Management in EPC Projects, Industry Strategy Consulting Co.
- 2009** Risk Management in EPC Projects, Industry Strategy Consulting Co.
- 2008** Primavera Enterprise Tool for Project Planning and Control, Tehran Tadbir Co.
- 2008** Information Security Strategic Management, Applied Information Development co.
- 2007** ComfarIII Tool for Computer Model for Feasibility Analysis and Reporting, Mehras Co.
- 2007** Integrated Management System (IMS) – Processing of Tehran Engineering Co.

TOOLS

- Business Analytics & Enterprise Tools: SAP ERP GUI, SAP Lumira, SAP Predictive Analytics, SAP Design Studio, SAP HANA, Business Explorer, Business Objects
- Cyber Security Analytics: Security Onion, Kali, CyberOps WorkStation Virtual Machine, Cisco Packet Tracer, Cisco NetLab
- Data Analytics Tools: R, SAS, SPSS, SmartPLS, Minitab, Excel & VBA
- Programming Languages and Platforms: Python, Java, JavaScript, SQL, VB, HTML, C#; MS Visual Studio, Adobe Dreamweaver
- Database Systems: Oracle, MySQL Workbench, Microsoft Access
- Data/Text/Web Mining Tools: Weka, R, Rattle, Stanford CoreNLP, NLTK, Open NLP, MPQA OpinionFinder, Alchemy API, SQL Server Data Mining
- Social Network Analytics Tools: R, Gephi, Pajek, NodeXL, Twitter Developer API

REFERENCES

Dr. Huimin Zhao
Professor, *Information Technology Management*
Lubar School of Business
University of Wisconsin-Milwaukee
Milwaukee, WI
hzhao@uwm.edu
(414)229-6524

Dr. Ross Hightower
Director, *SAP University Competence Center*
Lubar School of Business
University of Wisconsin-Milwaukee
Milwaukee, WI
hightowe@uwm.edu
(414)229-4556

Dr. Atish Sinha
Professor, *Information Technology Management*
Director, *Center for Technology Innovation*
Lubar School of Business
University of Wisconsin-Milwaukee
Milwaukee, WI
sinha@uwm.edu
(414)229-3301